

## ORDER



KLAS

Orders Order / Rev: 35842  
 Alt Order #: 08801774  
 Product Desc: OCEQUERA/CON/DEM  
 Estimate: 1189  
 Flight Dates: 10/30/12 - 11/06/12  
 Original Date / Rev: 05/15/12 / 10/30/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: GMMB  
 Buying Contact: Maura Gilroy  
 Billing Contact:  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Ocegura, John CD3  
 Demographic: A25-54  
 Product Codes: PO1  
 Priority: LV2  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	11	\$5,000.00	\$4,250.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	\$5,000.00	\$4,250.00	0.00
Totals	11	\$5,000.00	\$4,250.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$5,000.00
Market	100%	\$16,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$4,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$833.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/05/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	1	\$225.00
8 NEWS NOW AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	8	10/30/12-11/05/12		8 News Now 5a M-F	5-6a		MTWThF----	:30		(\$225.00)	0.00	NM			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/30/12	11/05/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	1	\$225.00
8 News Now 5a M-F															
8 NEWS NOW AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			2		\$225.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
Credited															
[due cut backs]															
E 2	8	11/06/12	11/06/12	8 News Now 5a M-F	CM	5-6a	-T-----	:30	1	\$225.00	LV2	0.00	NM	0	\$0.00
8 News Now 5a M-F															
8 NEWS NOW AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----			1		\$225.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	11/05/12-11/11/12	8 News Now 5a M-F				5-6a		-T-----	:30	(\$225.00)	0.00	NM		
Credited															
[due cut backs]															
E 3	8	10/30/12	11/05/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	1	\$275.00	LV2	0.00	NM	0	\$0.00
8 News Now 6a M-F															
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			1		\$275.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
4	8	10/30/12-11/05/12	8 News Now 6a M-F				6-7a		MTWThF----	:30	(\$275.00)	0.00	NM		
Credited															
[due cut backs]															
E 4	8	11/06/12	11/06/12	8 News Now 6a M-F	CM	6-7a	-T-----	:30	1	\$965.00	LV1	0.00	NM	1	\$965.00
8 News Now 6a M-F															
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----			1		\$965.00	0.00					
E 5	8	10/30/12	11/05/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			1		\$200.00	0.00					
E 6	8	11/06/12	11/06/12	CBS This Morning 7-9a	CM	7-9a	-T-----	:30	1	\$700.00	LV1	0.00	NM	1	\$700.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----			1		\$700.00	0.00					
E 10	8	10/30/12	11/05/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	1	\$300.00	LV2	0.00	NM	0	\$0.00
Live With Regis & Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--			1		\$300.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	8	10/30/12-11/05/12	Live w/Kelly				9-10a		MTWThF----	:30	(\$300.00)	0.00	NM		
Credited															
[due cut backs]															
E 11	8	11/06/12	11/06/12	Live w/Kelly	CM	9-10a	-T-----	:30	1	\$300.00	LV2	0.00	NM	0	\$0.00
Live With Regis & Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----			1		\$300.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	11/05/12-11/11/12	Live w/Kelly				9-10a		-T-----	:30	(\$300.00)	0.00	NM		
Credited															
[due cut backs]															
E 12	8	11/06/12	11/06/12	Price Is Right	CM	10-11a	-T-----	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
Price Is Right															
PRICE IS RIGHT															

Order / Rev: 35842  
 Alt Order #: 08801774  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Ocegüera, John CD3  
 Product Desc: OCEGUERA/CON/DEM  
 Estimate: 1189  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	11/06/12	11/06/12	Price Is Right Price Is Right	CM	10-11a -T-----	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-T-----				1	\$1,575.00		0.00			
E 16	8	10/30/12	11/05/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	1	\$325.00	LV2	0.00	NM	0	\$0.00
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	10/30/12-11/05/12		8 News Now Noon M-F	12-1230p		MTWThF----	:30	(\$325.00)		0.00	NM		
Credited [due cut backs]														
E 17	8	10/30/12	11/05/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p MTWTF-- (12:30 PM-1:00 PM)	:30	1	\$375.00	LV2	0.00	NM	0	\$0.00
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$375.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	10/30/12-11/05/12		1230-2p Soaps/ LMAD	1230-2p		(12:30 PM-1:00 MTWThF----	:30	(\$375.00)		0.00	NM		
Credited [due cut backs]														
E 20	8	10/30/12	11/05/12	Ellen Ellen	CM	3-4p MTWTF--	:30	1	\$425.00	LV2	0.00	NM	0	\$0.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	10/30/12-11/05/12		Ellen	3-4p		MTWThF----	:30	(\$425.00)		0.00	NM		
Credited [due cut backs]														
E 21	8	10/30/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTWTF-- (4:30 PM-5:00 PM)	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$450.00		0.00			
E 22	8	10/30/12	11/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$500.00		0.00			
E 37	8	10/30/12	11/05/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTWTF--	:30	1	\$600.00	LV2	0.00	NM	0	\$0.00
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	10/30/12-11/05/12		8 News Now 11p M-F	11-1135p		MTWThF----	:30	(\$600.00)		0.00	NM		
Credited [due cut backs]														
E 39	8	10/30/12	11/05/12	Letterman Letterman	CM	1135p-1237a MTWTF-- (11:35 PM-12:37 XM)	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
LATE SHOW W/LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$275.00		0.00			
N 45	8	10/30/12	11/05/12	137-237a M-F Elec Plyg@M Electric Playground	CM	137-207a MTWTF--	:30	2	\$30.00	LV3	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$30.00		0.00			
N 46	8	10/31/12	11/02/12		CM	4-5a --WTF--	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00

Advertiser:	Oceguera, John CD3
Product Desc:	OCEQUERA/CON/DEM
Estimate:	1189

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 4-5a											
				8 News Now 4-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		1		\$50.00		0.00					
													Totals	11	\$5,000.00